wybc 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE UNiversity 5-6400

April 5, 1957

Dear Sir:

The Yale Broadcasting Company is sponsoring a concert to be held in New York's Carnegie Hall, on Friday May 10th. The concert shall consist of ten college singing groups, selected from over a hundred auditioned groups along the Eastern Seaboard. The repertoire shall range from calypso to barbershop to pops. The groups are sure to be acclaimed in Carnegie Hall, just as they have been acclaimed for years in schools, colleges, hotels and nightclubs, and radio and television from Maine to Florida, Bermuda and Nassau.

The college students are informal but by no means amateurs. They represent such fine schools as Yale, Princeton, Colgate, Vassar, Conn. College for Women, Bowdoin, Columbia, Cornell, Smith and Brown. All these groups have put out national recordings and one of them at least has probably played in your vicinity at one time. The singing groups to be presented, in the order of schools above, shall include: The Baker's Dozen, The Tigertones, The Colgate Thirteen, The Night Owls, The Conn. Chords, The Meddiebimsters, the King's Men, The Cayuga's Waiters, The Smiffenpoofs and The Jabberwocks.

I recommend this concert to your attention, as the leader of the glee club of your school, and to your class'. The concert represents a double opportunity: one for the groups to obtain national recognition by way of the New York papers and their critics, and another opportunity for those in your school interested in group singing and its possibilities. As a former member of my high school glee club, I am aware of the interest prevalent in this type of entertainment among secondary school students. The concert is ideally suited for a class project, to benefit educationally, as well as to be entertained.

Immediately preceding the concert, WYBC has made arrangements for a party at the Hotel New Yorker, at which all the groups will be present. You are invited to join other college and secondary school singing directors at this party to meet personally, and chat with the groups. Your invitation will be in the mail shortly. The "College Sound" is one of those 'oughts' which really shouldn't be missed. It is a unique opportunity. I earnestly recommend your careful consideration of this project, and I'm sure that you will cooperate by familiarizing your students with its merits.

Thank you very much for your consideration in this matter.

Very truly yours,

Robert A. Ward
Associate Director of Publicity